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THE PUBLIC'S KNOWLEDGE  
OF THE  
CENTRAL INTELLIGENCE AGENCY  
SURVEY II - April, 1966

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A National Opinion Trends Report

MORI/CDF

*The Gallup Organization, Inc.*

MARKETING AND ATTITUDE RESEARCH

53 BANK STREET

PRINCETON, NEW JERSEY

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## INTRODUCTION.

### Objective Of The Research :

This is a report on a study designed to ascertain the extent of the public's knowledge of and attitudes toward the Central Intelligence Agency. A comparable study was done in September, 1964.

### Specific Objectives Of The Study :

The study has seven specific objectives, as follows :

- 1) To ascertain the number of adults who are familiar with the C.I.A. and what it does.
- 2) To find out among those adults who are familiar with the C.I.A. whether they know if it operates here in the United States or abroad, or both.
- 3) To determine whether they think the C.I.A. is responsible to the President or is free to act entirely on its own.
- 4) To find out how good a job they think the C.I.A. is doing.
- 5) To ascertain how important a job they think the C.I.A. performs.
- 6) To determine what criticisms the public has heard about the C.I.A. and whether they believe these criticisms are justified.
- 7) To determine the esteem in which the public holds the C.I.A., based on whether they would like to have a son work for the agency.

### Design Of The Research :

The findings in the survey are based on personal interviews with 1,631 adults selected in such a manner that, as a group, they constitute a close approximation

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to the U. S. adult civilian population.

The details of the sample, how it is distributed by regions of the country, city size, age, occupation of chief wage-earner, annual family income, and so on and a description of the manner in which it was drawn appear in the Technical Appendix of the report.

Interviewing for the study was conducted during the period from March 23 through March 30, 1966.

The following questions were asked :

- \*1. "Have you ever heard or read anything about the Central Intelligence Agency -- sometimes called the C.I.A.?"
- \*2. (IF YES) "Just in your own words -- what does it do?"
- \*3. "Do you happen to know whether it operates here in the United States or abroad, or both?"
- \*4. "Is the agency responsible to the President, or is it free to act entirely on its own?"
- \*5. "Based on what you have heard or read, how good a job is the C.I.A. doing -- very good, fairly good, average, or poor?"
- \*6. "How important a job would you say the C.I.A. performs -- very important, fairly important, or not too important?"
7. "In the past year or so, what criticisms, if any, have you heard or read about the Central Intelligence Agency?"
8. "Do you think the criticism was justified or not?"
- \*9. "Assuming that he qualified, would you like to have a son of yours work for the C.I.A., or not?"

\* Asked in 1964.

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Tables of recommended sampling tolerances to have in mind while reading the report appear in the Technical Appendix.

The following estimate, as of April 1, 1965, can be used for the purpose of projecting percentages into number of people :

National adult civilian  
population, age 21 and  
older, excluding the in-  
stitutional population

111,700,000

## S U M M A R Y   O F   F I N D I N G S

1. On the basis of the 1966 Survey, it was found that 54 per cent of the adults say they have heard or read about the Central Intelligence Agency. In the 1964 Survey, a slightly larger proportion, 58 per cent, said they had heard or read about the C.I.A.
2. In both the 1964 and 1966 Surveys, about one out of three persons (36 per cent in 1964 and 37 per cent in 1966) who were familiar with the C.I.A. said that the agency is a "spy outfit" that obtains vital information about other countries.  
  
About one person in four (27 per cent in 1966 and 25 per cent in 1964) who had heard or read about the C.I.A. was unable to say what it does.
3. In both the 1964 and 1966 Surveys, more than six out of ten persons (63 per cent in 1964 and 67 per cent in 1966) who were found to be familiar with the C.I.A. said the agency operates both in the United States and abroad.
4. When those persons familiar with the C.I.A. were asked whether the agency is responsible to the President or is free to act entirely on its own, about half (49 per cent in 1964 and 48 per cent in 1966) said it was responsible to the President while about one fifth (18 per cent in 1964 and 19 per cent in 1966) of those in both surveys said it was free to act entirely on its own. The remaining one third (33 per cent in both 1964 and 1966) said they did not know.

5. When those persons familiar with the C.I.A. were asked, "Based on what you have heard or read, how good a job is the C.I.A. doing -- very good, fairly good, average, or poor?", the results were almost identical for both the 1964 and 1966 Surveys :

|             | <u>1964</u><br>% | <u>1966</u><br>% |
|-------------|------------------|------------------|
| Very good   | 21               | 20               |
| Fairly good | 31               | 32               |
| Average     | 14               | 13               |
| Poor        | 8                | 7                |
| Don't know  | 26               | 28               |
|             | <u>100</u>       | <u>100</u>       |

6. When persons who were familiar with the C.I.A. were asked, "How important a job would you say the C.I.A. performs -- very important, fairly important or not too important?", the results were almost identical for both the 1964 and 1966 Surveys :

|                   | <u>1964</u><br>% | <u>1966</u><br>% |
|-------------------|------------------|------------------|
| Very important    | 63               | 61               |
| Fairly important  | 16               | 15               |
| Not too important | 3                | 3                |
| Don't know        | 18               | 21               |
|                   | <u>100</u>       | <u>100</u>       |

- \*7. When respondents who were familiar with the C.I.A. were asked, "In the past year or so, what criticisms, if any, have you heard or read about the Central Intelligence Agency?", 28 per cent mentioned a criticism.

\* Asked only in 1966.

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Among those familiar with the C.I.A. the most frequently mentioned criticisms were: "the Cuban situation was mishandled" - 13 per cent; "investigations are inadequate" - 4 per cent; and "too independent, overstepping their bounds" - 3 per cent.

- \*8. About two-thirds (64 per cent) of respondents who had heard a criticism of the C.I.A. felt the criticism was justified.
9. To ascertain the esteem in which the public holds the C.I.A., respondents who were familiar with the agency were asked, "Assuming that he qualified, would you like to have a son of yours work for the C.I.A., or not?" About half (46 per cent in 1964 and 50 per cent in 1966) felt that they would like to have a son in the C.I.A.

\* Asked only in 1966.



FINDINGS IN DETAIL

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1. "Have you ever heard or read anything about the Central Intelligence Agency --- sometimes called the C.I.A.?"

|                                            | Number of Interviews |      | 1964  |           | 1966  |           |
|--------------------------------------------|----------------------|------|-------|-----------|-------|-----------|
|                                            | 1964                 | 1966 | Yes % | No %      | Yes % | No %      |
| NATIONAL                                   | 1570                 | 1631 | 58    | 42 = 100% | 54    | 46 = 100% |
| AGE OF RESPONDENT                          |                      |      |       |           |       |           |
| 21 - 29 years                              | 252                  | 300  | 67    | 33        | 69    | 31        |
| 30 - 49 years                              | 666                  | 640  | 61    | 39        | 58    | 42        |
| 50 years and older                         | 648                  | 667  | 52    | 48        | 42    | 58        |
| Undesignated                               | 4                    | 24   |       |           |       |           |
| EDUCATION OF RESPONDENT                    |                      |      |       |           |       |           |
| College                                    | 357                  | 342  | 87    | 13        | 87    | 13        |
| High school                                | 840                  | 873  | 63    | 37        | 56    | 44        |
| Grade school                               | 368                  | 413  | 35    | 65        | 29    | 71        |
| Undesignated                               | 5                    | 3    |       |           |       |           |
| REGION OF COUNTRY                          |                      |      |       |           |       |           |
| East                                       | 437                  | 452  | 62    | 38        | 59    | 41        |
| Midwest                                    | 470                  | 500  | 55    | 45        | 46    | 54        |
| South                                      | 411                  | 418  | 49    | 51        | 48    | 52        |
| West                                       | 252                  | 261  | 71    | 29        | 67    | 33        |
| OCCUPATION OF CHIEF WAGE-EARNER            |                      |      |       |           |       |           |
| Professional and Business                  | 415                  | 382  | 81    | 19        | 75    | 25        |
| White-collar                               | 186                  | 171  | 65    | 35        | 67    | 33        |
| Manual workers                             | 638                  | 664  | 51    | 49        | 50    | 50        |
| Farmers                                    | 88                   | 95   | 45    | 55        | 30    | 70        |
| Non-labor force                            | 231                  | 307  | 43    | 57        | 35    | 65        |
| Undesignated                               | 12                   | 12   |       |           |       |           |
| SIZE OF COMMUNITY                          |                      |      |       |           |       |           |
| 1,000,000 and over including urban fringe  | 294                  | 338  | 57    | 43        | 58    | 42        |
| 250,000 - 1,000,000 including urban fringe | 317                  | 313  | 68    | 32        | 62    | 38        |
| 50,000 - 250,000 including urban fringe    | 236                  | 255  | 56    | 44        | 56    | 44        |
| 2,500 - 50,000                             | 273                  | 258  | 58    | 42        | 58    | 42        |
| Rural non-farm and farm                    | 450                  | 467  | 52    | 48        | 41    | 59        |

2. (IF YES) "Just in your own words -- what does it do?"

|                                                                                      | NATIONAL  |           | Had Heard<br>of CIA |           |
|--------------------------------------------------------------------------------------|-----------|-----------|---------------------|-----------|
|                                                                                      | 1964<br>% | 1966<br>% | 1964<br>%           | 1966<br>% |
| Spy outfit; espionage; obtains vital<br>information about other nations, etc.        | 21        | 20        | 36                  | 37        |
| Investigates persons in top Government jobs;<br>checks on Communist membership, etc. | 11        | 7         | 20                  | 13        |
| Investigates everything to protect U.S.<br>interests                                 | 4         | 6         | 8                   | 11        |
| Keeps tab on activities around the world<br>(general)                                | 4         | 4         | 7                   | 7         |
| Specific mention of activity in Cuba                                                 | 1         | *         | 2                   | *         |
| "An intelligence agency" as its name implies                                         | 1         | 2         | 2                   | 4         |
| Advises the President, the administration                                            | 1         | 1         | 2                   | 2         |
| Provides for the security of the President                                           | 1         | *         | 2                   | 1         |
| Informs the people of what is going on                                               | *         | *         | *                   | *         |
| Miscellaneous                                                                        | 1         | 1         | 2                   | 1         |
| Can't say                                                                            | 14        | 15        | 25                  | 27        |
|                                                                                      | 59        | 56        |                     |           |
| Had not heard of CIA                                                                 | 42        | 46        | --                  | --        |
| Total                                                                                | 101**     | 102**     | 106**               | 103**     |

\* Less than one-half of one per cent.

\*\* Totals exceed 100% since some respondents mentioned more than one function.

3. "Do you happen to know whether it operates here in the United States or abroad, or both?"

|                                            | Number of Interviews |      | United States |     | Abroad |     | Both |     | Don't Know |     | Had Not Heard of CIA |     |
|--------------------------------------------|----------------------|------|---------------|-----|--------|-----|------|-----|------------|-----|----------------------|-----|
|                                            | '64                  | '66  | '64           | '66 | '64    | '66 | '64  | '66 | '64        | '66 | '64                  | '66 |
|                                            |                      |      | %             | %   | %      | %   | %    | %   | %          | %   | %                    | %   |
| NATIONAL                                   | 1570                 | 1631 | 5             | 4   | 6      | 5   | 36   | 36  | 11         | 9   | 42                   | 46  |
| AGE OF RESPONDENT                          |                      |      |               |     |        |     |      |     |            |     |                      |     |
| 21 - 29 years                              | 252                  | 300  | 9             | 8   | 5      | 3   | 41   | 47  | 12         | 10  | 33                   | 31  |
| 30 - 49 years                              | 666                  | 640  | 5             | 3   | 5      | 6   | 40   | 42  | 11         | 7   | 39                   | 42  |
| 50 years and older                         | 648                  | 667  | 4             | 3   | 6      | 4   | 31   | 25  | 11         | 10  | 48                   | 58  |
| Undesignated                               | 4                    | 24   |               |     |        |     |      |     |            |     |                      |     |
| EDUCATION OF RESPONDENT                    |                      |      |               |     |        |     |      |     |            |     |                      |     |
| College                                    | 357                  | 342  | 4             | 4   | 10     | 10  | 64   | 65  | 9          | 8   | 13                   | 13  |
| High school                                | 840                  | 873  | 7             | 5   | 5      | 5   | 39   | 36  | 12         | 10  | 37                   | 44  |
| Grade school                               | 368                  | 413  | 3             | 2   | 3      | 1   | 18   | 18  | 11         | 8   | 65                   | 71  |
| Undesignated                               | 5                    | 3    |               |     |        |     |      |     |            |     |                      |     |
| REGION OF COUNTRY                          |                      |      |               |     |        |     |      |     |            |     |                      |     |
| East                                       | 437                  | 452  | 5             | 2   | 8      | 5   | 41   | 42  | 8          | 10  | 38                   | 41  |
| Midwest                                    | 470                  | 500  | 5             | 4   | 5      | 4   | 31   | 31  | 14         | 8   | 45                   | 53  |
| South                                      | 411                  | 418  | 6             | 5   | 3      | 5   | 27   | 30  | 13         | 8   | 51                   | 52  |
| West                                       | 252                  | 261  | 5             | 5   | 7      | 5   | 52   | 46  | 7          | 10  | 29                   | 34  |
| OCCUPATION OF CHIEF<br>WAGE-EARNER         |                      |      |               |     |        |     |      |     |            |     |                      |     |
| Professional and Business                  | 415                  | 382  | 7             | 3   | 8      | 6   | 56   | 57  | 10         | 9   | 19                   | 25  |
| White-collar                               | 186                  | 171  | 5             | 7   | 10     | 6   | 42   | 44  | 8          | 9   | 35                   | 34  |
| Manual workers                             | 638                  | 664  | 5             | 5   | 4      | 4   | 32   | 32  | 10         | 10  | 49                   | 49  |
| Farmers                                    | 88                   | 95   | 8             | 3   | 2      | 4   | 12   | 17  | 23         | 6   | 55                   | 70  |
| Non-labor force                            | 231                  | 307  | 4             | 2   | 1      | 4   | 25   | 21  | 13         | 9   | 57                   | 64  |
| Undesignated                               | 12                   | 12   |               |     |        |     |      |     |            |     |                      |     |
| SIZE OF COMMUNITY                          |                      |      |               |     |        |     |      |     |            |     |                      |     |
| 1,000,000 and over                         |                      |      |               |     |        |     |      |     |            |     |                      |     |
| including urban fringe                     | 294                  | 338  | 4             | 3   | 9      | 7   | 39   | 39  | 5          | 10  | 43                   | 41  |
| 250,000 - 1,000,000 including urban fringe | 317                  | 313  | 4             | 6   | 6      | 6   | 40   | 43  | 18         | 8   | 32                   | 37  |
| 50,000 - 250,000 including urban fringe    | 236                  | 255  | 4             | 7   | 3      | 3   | 40   | 40  | 9          | 6   | 44                   | 44  |
| 2,500 - 50,000                             | 273                  | 258  | 10            | 2   | 3      | 4   | 35   | 41  | 10         | 12  | 42                   | 41  |
| Rural non-farm and farm                    | 450                  | 467  | 5             | 3   | 4      | 4   | 31   | 25  | 12         | 10  | 48                   | 58  |

(Continued)

3. "Do you happen to know whether it operates here in the United States or abroad, or both?"

(Based on those who had heard of C.I.A.)

|                                                  | No. of<br>Inter-<br>views |     | United<br>States |     | Abroad |     | Both |     | Don't<br>Know |     |
|--------------------------------------------------|---------------------------|-----|------------------|-----|--------|-----|------|-----|---------------|-----|
|                                                  | '64                       | '66 | '64              | '66 | '64    | '66 | '64  | '66 | '64           | '66 |
|                                                  |                           |     | %                | %   | %      | %   | %    | %   | %             | %   |
| NATIONAL                                         | 963                       | 910 | 9                | 7   | 9      | 9   | 63   | 67  | 19            | 17  |
| AGE OF RESPONDENT                                |                           |     |                  |     |        |     |      |     |               |     |
| 21 - 29 years                                    | 178                       | 209 | 14               | 12  | 8      | 4   | 61   | 68  | 17            | 16  |
| 30 - 49 years                                    | 434                       | 393 | 9                | 5   | 9      | 10  | 65   | 73  | 17            | 12  |
| 50 years and older                               | 349                       | 297 | 7                | 6   | 11     | 11  | 60   | 59  | 22            | 24  |
| Undesignated                                     | 2                         | 11  |                  |     |        |     |      |     |               |     |
| EDUCATION OF RESPONDENT                          |                           |     |                  |     |        |     |      |     |               |     |
| College                                          | 315                       | 294 | 5                | 5   | 11     | 12  | 74   | 74  | 10            | 9   |
| High school                                      | 525                       | 490 | 12               | 9   | 8      | 8   | 62   | 65  | 18            | 18  |
| Grade school                                     | 121                       | 124 | 9                | 6   | 9      | 5   | 50   | 62  | 32            | 27  |
| Undesignated                                     | 2                         | 2   |                  |     |        |     |      |     |               |     |
| REGION OF COUNTRY                                |                           |     |                  |     |        |     |      |     |               |     |
| East                                             | 305                       | 272 | 8                | 3   | 12     | 9   | 67   | 71  | 13            | 17  |
| Midwest                                          | 262                       | 248 | 9                | 8   | 8      | 8   | 57   | 66  | 26            | 18  |
| South                                            | 218                       | 211 | 12               | 11  | 5      | 11  | 56   | 61  | 27            | 17  |
| West                                             | 178                       | 179 | 7                | 7   | 10     | 8   | 73   | 70  | 10            | 15  |
| OCCUPATION OF CHIEF<br>WAGE-EARNER               |                           |     |                  |     |        |     |      |     |               |     |
| Professional and<br>Business                     | 335                       | 295 | 9                | 4   | 10     | 9   | 69   | 75  | 12            | 12  |
| White-collar                                     | 125                       | 111 | 7                | 11  | 15     | 9   | 65   | 66  | 13            | 14  |
| Manual workers                                   | 339                       | 352 | 9                | 9   | 9      | 8   | 62   | 64  | 20            | 19  |
| Farmers                                          | 45                        | 29  | (too few cases)  |     |        |     |      |     |               |     |
| Non-labor force                                  | 113                       | 115 | 9                | 5   | 2      | 10  | 59   | 60  | 30            | 25  |
| Undesignated                                     | 6                         | 8   |                  |     |        |     |      |     |               |     |
| SIZE OF COMMUNITY                                |                           |     |                  |     |        |     |      |     |               |     |
| 1,000,000 and over<br>including urban<br>fringe  | 193                       | 201 | 8                | 4   | 15     | 12  | 68   | 67  | 9             | 17  |
| 250,000 - 1,000,000<br>including urban<br>fringe | 220                       | 207 | 6                | 10  | 9      | 9   | 59   | 69  | 26            | 12  |
| 50,000 - 250,000 includ-<br>ing urban fringe     | 139                       | 148 | 7                | 13  | 5      | 5   | 72   | 72  | 16            | 10  |
| 2,500 - 50,000                                   | 163                       | 156 | 17               | 4   | 6      | 6   | 60   | 70  | 17            | 20  |
| Rural non-farm and<br>farm                       | 248                       | 198 | 10               | 7   | 8      | 9   | 59   | 61  | 23            | 23  |

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4. "Is the agency responsible to the President, or is it free to act entirely on its own?"

|                                            | Number of Interviews |      | President |     | Free To Act |     | Don't Know |     | Had Not Heard of CIA |     |
|--------------------------------------------|----------------------|------|-----------|-----|-------------|-----|------------|-----|----------------------|-----|
|                                            | '64                  | '66  | '64       | '66 | '64         | '66 | '64        | '66 | '64                  | '66 |
|                                            |                      |      | %         | %   | %           | %   | %          | %   | %                    | %   |
| NATIONAL                                   | 1570                 | 1631 | 29        | 26  | 10          | 10  | 19         | 18  | 42                   | 46  |
| AGE OR RESPONDENT                          |                      |      |           |     |             |     |            |     |                      |     |
| 21 - 29 years                              | 252                  | 300  | 31        | 36  | 14          | 12  | 22         | 21  | 33                   | 31  |
| 30 - 49 years                              | 666                  | 640  | 33        | 31  | 9           | 12  | 19         | 16  | 39                   | 41  |
| 50 years and older                         | 648                  | 667  | 23        | 16  | 10          | 7   | 19         | 19  | 48                   | 58  |
| Undesignated                               | 4                    | 24   |           |     |             |     |            |     |                      |     |
| EDUCATION OF RESPONDENT                    |                      |      |           |     |             |     |            |     |                      |     |
| College                                    | 357                  | 342  | 49        | 52  | 16          | 14  | 22         | 20  | 13                   | 14  |
| High school                                | 840                  | 873  | 32        | 25  | 10          | 11  | 21         | 20  | 37                   | 44  |
| Grade school                               | 368                  | 413  | 13        | 11  | 7           | 5   | 15         | 13  | 65                   | 71  |
| Undesignated                               | 5                    | 3    |           |     |             |     |            |     |                      |     |
| REGION OF COUNTRY                          |                      |      |           |     |             |     |            |     |                      |     |
| East                                       | 437                  | 452  | 36        | 26  | 10          | 12  | 16         | 21  | 38                   | 41  |
| Midwest                                    | 470                  | 500  | 26        | 21  | 10          | 9   | 19         | 16  | 45                   | 54  |
| South                                      | 411                  | 418  | 20        | 24  | 11          | 8   | 18         | 16  | 51                   | 52  |
| West                                       | 252                  | 261  | 34        | 35  | 9           | 12  | 28         | 19  | 29                   | 34  |
| OCCUPATION OF CHIEF WAGE-EARNER            |                      |      |           |     |             |     |            |     |                      |     |
| Professional and Business                  | 415                  | 382  | 47        | 41  | 16          | 12  | 18         | 22  | 19                   | 25  |
| White-collar                               | 186                  | 171  | 36        | 37  | 11          | 9   | 18         | 20  | 35                   | 34  |
| Manual workers                             | 638                  | 664  | 23        | 23  | 9           | 10  | 19         | 17  | 49                   | 50  |
| Farmers                                    | 88                   | 95   | 12        | 12  | 7           | 7   | 26         | 11  | 55                   | 70  |
| Non-labor force                            | 231                  | 307  | 18        | 10  | 7           | 9   | 18         | 16  | 57                   | 65  |
| Undesignated                               | 12                   | 12   |           |     |             |     |            |     |                      |     |
| SIZE OF COMMUNITY                          |                      |      |           |     |             |     |            |     |                      |     |
| 1,000,000 and over including urban fringe  | 294                  | 338  | 34        | 29  | 10          | 12  | 13         | 17  | 43                   | 52  |
| 250,000 - 1,000,000 including urban fringe | 317                  | 313  | 30        | 28  | 15          | 14  | 23         | 21  | 32                   | 37  |
| 50,000 - 250,000 including urban fringe    | 236                  | 255  | 27        | 27  | 9           | 11  | 20         | 18  | 44                   | 44  |
| 2,500 - 50,000                             | 273                  | 258  | 26        | 30  | 10          | 8   | 22         | 20  | 42                   | 42  |
| Rural non-farm and farm                    | 450                  | 467  | 26        | 19  | 8           | 6   | 18         | 16  | 48                   | 59  |

(Continued)

4. "Is the agency responsible to the President, or is it free to act entirely on its own?"

(Based on those who had heard of C.I.A.)

|                                            | Number of<br>Interviews |     | President       |     | Free<br>To Act |     | Don't<br>Know |     |
|--------------------------------------------|-------------------------|-----|-----------------|-----|----------------|-----|---------------|-----|
|                                            | '64                     | '66 | '64             | '66 | '64            | '66 | '64           | '66 |
|                                            | %                       | %   | %               | %   | %              | %   | %             | %   |
| NATIONAL                                   | 963                     | 910 | 49              | 48  | 18             | 19  | 33            | 33  |
| AGE OF RESPONDENT                          |                         |     |                 |     |                |     |               |     |
| 21 - 29 years                              | 178                     | 209 | 46              | 52  | 21             | 18  | 33            | 30  |
| 30 - 49 years                              | 434                     | 393 | 55              | 53  | 15             | 20  | 30            | 27  |
| 50 years and older                         | 349                     | 297 | 44              | 38  | 20             | 18  | 36            | 44  |
| Undesignated                               | 2                       | 11  |                 |     |                |     |               |     |
| EDUCATION OF RESPONDENT                    |                         |     |                 |     |                |     |               |     |
| College                                    | 315                     | 294 | 57              | 60  | 18             | 16  | 25            | 24  |
| High school                                | 525                     | 490 | 51              | 44  | 16             | 20  | 33            | 36  |
| Grade school                               | 121                     | 124 | 35              | 37  | 21             | 18  | 44            | 45  |
| Undesignated                               | 2                       | 2   |                 |     |                |     |               |     |
| REGION OF COUNTRY                          |                         |     |                 |     |                |     |               |     |
| East                                       | 305                     | 272 | 57              | 44  | 17             | 20  | 26            | 36  |
| Midwest                                    | 262                     | 248 | 48              | 46  | 18             | 19  | 34            | 35  |
| South                                      | 218                     | 211 | 40              | 50  | 23             | 17  | 37            | 33  |
| West                                       | 178                     | 179 | 48              | 53  | 12             | 18  | 40            | 29  |
| OCCUPATION OF CHIEF WAGE-EARNER            |                         |     |                 |     |                |     |               |     |
| Professional and Business                  | 335                     | 295 | 58              | 55  | 19             | 16  | 23            | 29  |
| White-collar                               | 125                     | 111 | 56              | 56  | 16             | 14  | 28            | 30  |
| Manual workers                             | 339                     | 352 | 45              | 46  | 17             | 19  | 38            | 35  |
| Farmers                                    | 45                      | 29  | (too few cases) |     |                |     |               |     |
| Non-labor force                            | 113                     | 115 | 42              | 28  | 15             | 25  | 43            | 47  |
| Undesignated                               | 6                       | 8   |                 |     |                |     |               |     |
| SIZE OF COMMUNITY                          |                         |     |                 |     |                |     |               |     |
| 1,000,000 and over including urban fringe  | 193                     | 201 | 59              | 50  | 17             | 21  | 24            | 29  |
| 250,000 - 1,000,000 including urban fringe | 220                     | 207 | 44              | 45  | 22             | 22  | 34            | 33  |
| 50,000 - 250,000 including urban fringe    | 139                     | 148 | 48              | 48  | 17             | 19  | 35            | 33  |
| 2,500 - 50,000                             | 163                     | 156 | 45              | 51  | 17             | 15  | 38            | 34  |
| Rural non-farm and farm                    | 248                     | 198 | 49              | 46  | 15             | 15  | 36            | 39  |

5. "Based on what you have heard or read, how good a job is the C.I.A. doing -- very good, fairly good, average, or poor?"

|                                            | Very Good |     | Fairly Good |     | Average |     | Poor |     | Don't Know |     | Had Not Heard of CIA |     |
|--------------------------------------------|-----------|-----|-------------|-----|---------|-----|------|-----|------------|-----|----------------------|-----|
|                                            | '64       | '66 | '64         | '66 | '64     | '66 | '64  | '66 | '64        | '66 | '64                  | '66 |
|                                            | %         | %   | %           | %   | %       | %   | %    | %   | %          | %   | %                    | %   |
| NATIONAL                                   | 12        | 11  | 18          | 17  | 8       | 7   | 5    | 4   | 15         | 15  | 42                   | 46  |
| AGE OF RESPONDENT                          |           |     |             |     |         |     |      |     |            |     |                      |     |
| 21 - 29 years                              | 14        | 11  | 19          | 24  | 7       | 7   | 4    | 5   | 23         | 21  | 33                   | 32  |
| 30 - 49 years                              | 13        | 13  | 20          | 20  | 9       | 8   | 5    | 4   | 14         | 13  | 39                   | 42  |
| 50 years and older                         | 10        | 8   | 15          | 12  | 8       | 6   | 5    | 3   | 14         | 14  | 48                   | 57  |
| EDUCATION OF RESPONDENT                    |           |     |             |     |         |     |      |     |            |     |                      |     |
| College                                    | 17        | 18  | 28          | 33  | 12      | 10  | 12   | 8   | 18         | 17  | 13                   | 14  |
| High school                                | 13        | 11  | 18          | 16  | 11      | 9   | 4    | 4   | 17         | 17  | 37                   | 43  |
| Grade school                               | 8         | 6   | 13          | 9   | 2       | 3   | 1    | 1   | 11         | 10  | 65                   | 71  |
| REGION OF COUNTRY                          |           |     |             |     |         |     |      |     |            |     |                      |     |
| East                                       | 13        | 15  | 23          | 18  | 8       | 8   | 5    | 3   | 13         | 15  | 38                   | 41  |
| Midwest                                    | 14        | 7   | 12          | 18  | 9       | 7   | 3    | 2   | 17         | 12  | 45                   | 54  |
| South                                      | 9         | 8   | 15          | 14  | 6       | 5   | 4    | 5   | 15         | 15  | 51                   | 53  |
| West                                       | 11        | 14  | 24          | 18  | 11      | 9   | 9    | 6   | 16         | 20  | 29                   | 33  |
| OCCUPATION OF CHIEF WAGE-EARNER            |           |     |             |     |         |     |      |     |            |     |                      |     |
| Professional and Business                  | 15        | 16  | 26          | 25  | 13      | 10  | 11   | 6   | 16         | 18  | 19                   | 25  |
| White-collar                               | 14        | 11  | 24          | 33  | 10      | 7   | 5    | 3   | 12         | 13  | 35                   | 33  |
| Manual workers                             | 11        | 11  | 16          | 14  | 7       | 7   | 2    | 3   | 15         | 16  | 49                   | 49  |
| Farmers                                    | 3         | 3   | 12          | 8   | 6       | 4   | 2    | 2   | 22         | 12  | 55                   | 71  |
| Non-labor force                            | 11        | 5   | 7           | 8   | 5       | 5   | 5    | 3   | 15         | 13  | 57                   | 66  |
| SIZE OF COMMUNITY                          |           |     |             |     |         |     |      |     |            |     |                      |     |
| 1,000,000 and over including urban fringe  | 13        | 16  | 15          | 14  | 7       | 9   | 7    | 4   | 15         | 16  | 43                   | 41  |
| 250,000 - 1,000,000 including urban fringe | 13        | 14  | 23          | 21  | 10      | 9   | 5    | 4   | 17         | 14  | 32                   | 38  |
| 50,000 - 250,000 including urban fringe    | 11        | 12  | 19          | 17  | 10      | 8   | 4    | 5   | 12         | 14  | 44                   | 44  |
| 2,500 - 50,000                             | 16        | 9   | 14          | 25  | 7       | 5   | 5    | 3   | 16         | 16  | 42                   | 42  |
| Rural non-farm and farm                    | 9         | 5   | 17          | 13  | 8       | 5   | 3    | 3   | 15         | 15  | 48                   | 59  |

(Continued)



5. "Based on what you have heard or read, how good a job is the C.I.A. doing -- very good, fairly good, average, or poor?"

(Based on those who had heard of C.I.A.)

|                                                  | No. of<br>Inter-<br>views |     | Very<br>Good  |     | Fairly<br>Good |     | Aver-<br>age |     | Poor |     | Don't<br>Know |     |
|--------------------------------------------------|---------------------------|-----|---------------|-----|----------------|-----|--------------|-----|------|-----|---------------|-----|
|                                                  | '64                       | '66 | '64           | '66 | '64            | '66 | '64          | '66 | '64  | '66 | '64           | '66 |
|                                                  |                           |     | %             | %   | %              | %   | %            | %   | %    | %   | %             | %   |
| NATIONAL                                         | 963                       | 910 | 21            | 20  | 31             | 32  | 14           | 13  | 8    | 7   | 26            | 28  |
| AGE OF RESPONDENT                                |                           |     |               |     |                |     |              |     |      |     |               |     |
| 21 - 29 years                                    | 178                       | 209 | 21            | 16  | 28             | 34  | 11           | 11  | 7    | 8   | 33            | 31  |
| 30 - 49 years                                    | 434                       | 393 | 21            | 22  | 33             | 34  | 15           | 14  | 8    | 7   | 23            | 23  |
| 50 years and older                               | 349                       | 297 | 20            | 19  | 29             | 28  | 15           | 13  | 9    | 6   | 27            | 34  |
| Undesignated                                     | 2                         | 11  |               |     |                |     |              |     |      |     |               |     |
| EDUCATION OF RESPONDENT                          |                           |     |               |     |                |     |              |     |      |     |               |     |
| College                                          | 315                       | 294 | 20            | 21  | 32             | 39  | 13           | 12  | 14   | 9   | 21            | 19  |
| High school                                      | 525                       | 490 | 20            | 19  | 28             | 28  | 18           | 15  | 7    | 7   | 27            | 31  |
| Grade school                                     | 121                       | 124 | 22            | 22  | 36             | 30  | 7            | 10  | 3    | 2   | 32            | 36  |
| Undesignated                                     | 2                         | 2   |               |     |                |     |              |     |      |     |               |     |
| REGION OF COUNTRY                                |                           |     |               |     |                |     |              |     |      |     |               |     |
| East                                             | 305                       | 272 | 22            | 26  | 37             | 31  | 13           | 13  | 8    | 5   | 20            | 25  |
| Midwest                                          | 262                       | 248 | 25            | 16  | 22             | 39  | 16           | 15  | 6    | 4   | 31            | 26  |
| South                                            | 218                       | 211 | 18            | 17  | 31             | 30  | 12           | 11  | 8    | 10  | 31            | 32  |
| West                                             | 178                       | 179 | 15            | 20  | 35             | 27  | 15           | 14  | 12   | 9   | 23            | 30  |
| OCCUPATION OF CHIEF<br>WAGE-EARNER               |                           |     |               |     |                |     |              |     |      |     |               |     |
| Professional and<br>Business                     | 335                       | 295 | 19            | 22  | 33             | 33  | 16           | 13  | 13   | 8   | 19            | 24  |
| White-collar                                     | 125                       | 111 | 21            | 17  | 37             | 49  | 15           | 10  | 9    | 4   | 18            | 20  |
| Manual workers                                   | 339                       | 352 | 22            | 22  | 31             | 28  | 14           | 14  | 4    | 5   | 29            | 31  |
| Farmers                                          | 45                        | 29  | too few cases |     |                |     |              |     |      |     |               |     |
| Non-labor force                                  | 113                       | 115 | 24            | 14  | 16             | 24  | 12           | 15  | 12   | 10  | 36            | 37  |
| Undesignated                                     | 6                         | 8   |               |     |                |     |              |     |      |     |               |     |
| SIZE OF COMMUNITY                                |                           |     |               |     |                |     |              |     |      |     |               |     |
| 1,000,000 and over<br>including urban<br>fringe  | 193                       | 201 | 22            | 28  | 27             | 23  | 12           | 15  | 12   | 6   | 27            | 28  |
| 250,000 - 1,000,000<br>including urban<br>fringe | 220                       | 207 | 19            | 23  | 33             | 34  | 15           | 15  | 7    | 6   | 26            | 22  |
| 50,000 - 250,000<br>including urban<br>fringe    | 139                       | 148 | 20            | 21  | 34             | 30  | 17           | 15  | 7    | 9   | 22            | 25  |
| 2,500 - 50,000                                   | 163                       | 156 | 27            | 16  | 25             | 44  | 11           | 8   | 9    | 5   | 28            | 27  |
| Rural non-farm & farm                            | 248                       | 198 | 17            | 11  | 33             | 31  | 16           | 13  | 6    | 8   | 28            | 37  |

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6. "How important a job would you say the C.I.A. performs -- very important, fairly important, or not too important?"

|                                               | Very<br>Important     |    | Fairly<br>Important   |    | Not Too<br>Important  |   | Don't<br>Know         |    | Had Not<br>Heard<br>of CIA |    |
|-----------------------------------------------|-----------------------|----|-----------------------|----|-----------------------|---|-----------------------|----|----------------------------|----|
|                                               | <u>'64</u> <u>'66</u> |    | <u>'64</u> <u>'66</u> |    | <u>'64</u> <u>'66</u> |   | <u>'64</u> <u>'66</u> |    | <u>'64</u> <u>'66</u>      |    |
|                                               | %                     | %  | %                     | %  | %                     | % | %                     | %  | %                          | %  |
| NATIONAL                                      | 37                    | 33 | 9                     | 8  | 2                     | 2 | 10                    | 11 | 42                         | 46 |
| AGE OF RESPONDENT                             |                       |    |                       |    |                       |   |                       |    |                            |    |
| 21 - 29 years                                 | 39                    | 42 | 13                    | 12 | 1                     | 1 | 14                    | 14 | 33                         | 31 |
| 30 - 49 years                                 | 42                    | 40 | 10                    | 8  | 1                     | 1 | 8                     | 10 | 39                         | 41 |
| 50 years and older                            | 31                    | 22 | 8                     | 6  | 2                     | 3 | 11                    | 12 | 48                         | 57 |
| EDUCATION OF RESPONDENT                       |                       |    |                       |    |                       |   |                       |    |                            |    |
| College                                       | 65                    | 64 | 10                    | 11 | 2                     | 2 | 10                    | 10 | 13                         | 13 |
| High school                                   | 38                    | 34 | 13                    | 9  | 1                     | 2 | 11                    | 12 | 37                         | 43 |
| Grade school                                  | 19                    | 13 | 5                     | 4  | 2                     | 2 | 9                     | 10 | 65                         | 71 |
| REGION OF COUNTRY                             |                       |    |                       |    |                       |   |                       |    |                            |    |
| East                                          | 42                    | 38 | 10                    | 9  | 2                     | 2 | 8                     | 11 | 38                         | 40 |
| Midwest                                       | 34                    | 28 | 9                     | 9  | 1                     | 1 | 11                    | 9  | 45                         | 53 |
| South                                         | 29                    | 29 | 6                     | 6  | 3                     | 2 | 11                    | 12 | 51                         | 51 |
| West                                          | 46                    | 40 | 14                    | 9  | 1                     | 2 | 10                    | 14 | 29                         | 35 |
| OCCUPATION OF CHIEF WAGE-<br>EARNER           |                       |    |                       |    |                       |   |                       |    |                            |    |
| Professional and<br>Business                  | 59                    | 53 | 9                     | 9  | 3                     | 2 | 10                    | 12 | 19                         | 24 |
| White-collar                                  | 46                    | 42 | 11                    | 10 | 2                     | 1 | 6                     | 13 | 35                         | 34 |
| Manual workers                                | 30                    | 29 | 11                    | 8  | 1                     | 1 | 9                     | 11 | 49                         | 51 |
| Farmers                                       | 18                    | 16 | 6                     | 6  | *                     | * | 21                    | 7  | 55                         | 71 |
| Non-labor force                               | 21                    | 18 | 6                     | 4  | 2                     | 3 | 14                    | 10 | 57                         | 65 |
| SIZE OF COMMUNITY                             |                       |    |                       |    |                       |   |                       |    |                            |    |
| 1,000,000 and over<br>including urban fringe  | 39                    | 34 | 8                     | 12 | 1                     | 2 | 9                     | 10 | 43                         | 42 |
| 250,000 - 1,000,000<br>including urban fringe | 42                    | 44 | 11                    | 8  | 3                     | 2 | 12                    | 8  | 32                         | 38 |
| 50,000 - 250,000<br>including urban fringe    | 37                    | 41 | 9                     | 4  | 2                     | 2 | 8                     | 9  | 44                         | 44 |
| 2,500 - 50,000                                | 38                    | 36 | 9                     | 9  | 1                     | 0 | 10                    | 14 | 42                         | 41 |
| Rural non-farm and farm                       | 30                    | 20 | 9                     | 6  | 1                     | 2 | 12                    | 14 | 48                         | 58 |

(Continued)

6. "How important a job would you say the C.I.A. performs -- very important, fairly important, or not too important?"

(Based on those who had heard of C.I.A.)

|                                                  | No. of<br>Inter-<br>views |     | Very<br>Important |     | Fairly<br>Important |     | Not Too<br>Important |     | Don't<br>Know |     |
|--------------------------------------------------|---------------------------|-----|-------------------|-----|---------------------|-----|----------------------|-----|---------------|-----|
|                                                  | '64                       | '66 | '64               | '66 | '64                 | '66 | '64                  | '66 | '64           | '66 |
|                                                  |                           |     | %                 | %   | %                   | %   | %                    | %   | %             | %   |
| <b>NATIONAL</b>                                  | 963                       | 910 | 63                | 61  | 16                  | 15  | 3                    | 3   | 18            | 21  |
| <b>AGE OF RESPONDENT</b>                         |                           |     |                   |     |                     |     |                      |     |               |     |
| 21 - 29 years                                    | 178                       | 209 | 58                | 60  | 19                  | 18  | 1                    | 2   | 22            | 20  |
| 30 - 49 years                                    | 434                       | 393 | 69                | 68  | 16                  | 13  | 1                    | 2   | 14            | 17  |
| 50 years and older                               | 349                       | 297 | 59                | 51  | 15                  | 15  | 5                    | 7   | 21            | 27  |
| Undesignated                                     | 2                         | 11  |                   |     |                     |     |                      |     |               |     |
| <b>EDUCATION OF RESPONDENT</b>                   |                           |     |                   |     |                     |     |                      |     |               |     |
| College                                          | 315                       | 294 | 75                | 73  | 11                  | 13  | 3                    | 2   | 11            | 12  |
| High school                                      | 525                       | 490 | 61                | 60  | 20                  | 16  | 2                    | 3   | 17            | 21  |
| Grade school                                     | 121                       | 124 | 55                | 44  | 14                  | 15  | 4                    | 5   | 27            | 36  |
| Undesignated                                     | 2                         | 2   |                   |     |                     |     |                      |     |               |     |
| <b>REGION OF COUNTRY</b>                         |                           |     |                   |     |                     |     |                      |     |               |     |
| East                                             | 305                       | 272 | 67                | 64  | 16                  | 15  | 3                    | 3   | 14            | 18  |
| Midwest                                          | 262                       | 248 | 61                | 61  | 17                  | 18  | 2                    | 1   | 20            | 20  |
| South                                            | 218                       | 211 | 59                | 59  | 12                  | 12  | 5                    | 5   | 24            | 24  |
| West                                             | 178                       | 179 | 65                | 61  | 19                  | 14  | 1                    | 3   | 15            | 22  |
| <b>OCCUPATION OF CHIEF<br/>WAGE-EARNER</b>       |                           |     |                   |     |                     |     |                      |     |               |     |
| Professional and<br>Business                     | 335                       | 295 | 73                | 70  | 11                  | 12  | 3                    | 3   | 13            | 15  |
| White-collar                                     | 125                       | 111 | 70                | 62  | 18                  | 16  | 2                    | 2   | 10            | 20  |
| Manual workers                                   | 339                       | 352 | 60                | 58  | 21                  | 17  | 2                    | 2   | 17            | 23  |
| Farmers                                          | 45                        | 29  | (too few cases)   |     |                     |     |                      |     |               |     |
| Non-labor force                                  | 113                       | 115 | 49                | 51  | 14                  | 10  | 5                    | 10  | 32            | 29  |
| Undesignated                                     | 6                         | 8   |                   |     |                     |     |                      |     |               |     |
| <b>SIZE OF COMMUNITY</b>                         |                           |     |                   |     |                     |     |                      |     |               |     |
| 1,000,000 and over<br>including urban<br>fringe  | 193                       | 201 | 70                | 59  | 14                  | 20  | 1                    | 4   | 15            | 17  |
| 250,000 - 1,000,000<br>including urban<br>fringe | 220                       | 207 | 62                | 70  | 16                  | 13  | 5                    | 3   | 17            | 14  |
| 50,000 - 250,000<br>including urban<br>fringe    | 139                       | 148 | 66                | 72  | 16                  | 8   | 4                    | 4   | 14            | 16  |
| 2,500 - 50,000                                   | 163                       | 156 | 65                | 62  | 16                  | 15  | 2                    | 0   | 17            | 23  |
| Rural non-farm & farm                            | 248                       | 198 | 58                | 48  | 18                  | 15  | 1                    | 4   | 23            | 33  |

7. "In the past year or so, what criticisms, if any, have you heard or read about the Central Intelligence Agency?"

(Not asked in 1964)

|                                            | <u>Entire Sample</u><br>% | <u>Those who have<br/>heard of C.I.A.</u><br>% |
|--------------------------------------------|---------------------------|------------------------------------------------|
| Mentioned some criticism                   | 15**                      | 28**                                           |
| Cuban situation was mishandled             | 7                         | 13                                             |
| Mistakes in Vietnam                        | 1                         | 1                                              |
| Mistakes made in Dominican Republic        | 1                         | 2                                              |
| Investigations are inadequate              | 2                         | 4                                              |
| Security within organization too lax       | 1                         | 2                                              |
| Inadequate information given to public     | 1                         | 2                                              |
| Inadequate information given to President  | 1                         | 2                                              |
| Too independent, overstepping their bounds | 2                         | 3                                              |
| Mistakes in Central American Countries     | *                         | 1                                              |
| Others                                     | $\frac{1}{17}$            | $\frac{1}{31}$                                 |
| Don't know                                 | 3                         | 5                                              |
| None                                       | 36                        | 67                                             |
| Had not heard of C.I.A.                    | 46                        | —                                              |
| Total                                      | 100                       | 100                                            |

\* Less than half of one per cent.  
 \*\* The percentages for various criticisms exceed the percentage who mentioned some criticism since some persons mentioned more than one critical comment.

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- \*8. "Do you think the criticism was justified or not?"  
(Based on those who had mentioned a criticism)

|                      | <u>Percentage</u> |
|----------------------|-------------------|
| Justified            | 64                |
| Not justified        | 16                |
| Don't know           | 20                |
|                      | <hr/> 100         |
| Number of Interviews | 253               |

(NOTE: A breakdown by Age, Education, Region, etc. has not been made since the small number of respondents who had heard criticisms would result in too few cases in most categories.)

\* Asked only in 1966.

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9. "Assuming that he qualified, would you like to have a son of yours work for the C.I.A., or not?"

|                                            | Number of Interviews |       | Yes |     | No  |     | Don't Know |     | Had Not Heard of C.I.A. |           |
|--------------------------------------------|----------------------|-------|-----|-----|-----|-----|------------|-----|-------------------------|-----------|
|                                            | '64                  | '66   | '64 | '66 | '64 | '66 | '64        | '66 | '64                     | '66       |
|                                            |                      |       | %   | %   | %   | %   | %          | %   | %                       | %         |
| NATIONAL                                   | 1,570                | 1,631 | 26  | 27  | 15  | 12  | 17         | 15  | 42                      | 46 = 100% |
| AGE OF RESPONDENT                          |                      |       |     |     |     |     |            |     |                         |           |
| 21 to 29 years                             | 252                  | 300   | 31  | 33  | 15  | 12  | 21         | 24  | 33                      | 31        |
| 30 to 49 years                             | 666                  | 640   | 28  | 32  | 16  | 14  | 17         | 12  | 39                      | 42        |
| 50 years and older                         | 648                  | 667   | 23  | 20  | 14  | 9   | 15         | 14  | 48                      | 57        |
| Undesignated                               | 4                    | 24    |     |     |     |     |            |     |                         |           |
| EDUCATION OF RESPONDENT                    |                      |       |     |     |     |     |            |     |                         |           |
| College                                    | 357                  | 342   | 44  | 49  | 26  | 20  | 17         | 18  | 13                      | 13        |
| High school                                | 840                  | 873   | 27  | 26  | 16  | 12  | 20         | 18  | 37                      | 44        |
| Grade school                               | 368                  | 413   | 16  | 15  | 7   | 6   | 12         | 9   | 65                      | 70        |
| Undesignated                               | 5                    | 3     |     |     |     |     |            |     |                         |           |
| REGION OF COUNTRY                          |                      |       |     |     |     |     |            |     |                         |           |
| East                                       | 437                  | 452   | 27  | 30  | 20  | 14  | 15         | 15  | 38                      | 41        |
| Midwest                                    | 470                  | 500   | 24  | 25  | 14  | 9   | 17         | 12  | 45                      | 54        |
| South                                      | 411                  | 418   | 20  | 19  | 11  | 13  | 18         | 16  | 51                      | 52        |
| West                                       | 252                  | 261   | 40  | 37  | 14  | 10  | 17         | 19  | 29                      | 34        |
| OCCUPATION OF CHIEF WAGE-EARNER            |                      |       |     |     |     |     |            |     |                         |           |
| Professional & Business                    | 415                  | 382   | 40  | 38  | 24  | 19  | 17         | 18  | 19                      | 25        |
| White-collar                               | 186                  | 171   | 31  | 34  | 14  | 14  | 20         | 18  | 35                      | 34        |
| Manual workers                             | 638                  | 664   | 24  | 27  | 12  | 9   | 15         | 15  | 49                      | 49        |
| Farmers                                    | 88                   | 95    | 12  | 5   | 13  | 9   | 20         | 15  | 55                      | 71        |
| Non-labor force                            | 231                  | 307   | 15  | 16  | 10  | 9   | 18         | 10  | 57                      | 65        |
| Undesignated                               | 12                   | 12    |     |     |     |     |            |     |                         |           |
| SIZE OF COMMUNITY                          |                      |       |     |     |     |     |            |     |                         |           |
| 1,000,000 and over including urban fringe  | 294                  | 338   | 30  | 33  | 15  | 12  | 12         | 13  | 43                      | 42        |
| 250,000 - 1,000,000 including urban fringe | 317                  | 313   | 31  | 30  | 14  | 12  | 23         | 20  | 32                      | 38        |
| 50,000 - 250,000 including urban fringe    | 236                  | 255   | 29  | 32  | 13  | 12  | 14         | 12  | 44                      | 44        |
| 2,500 - 50,000                             | 273                  | 258   | 26  | 33  | 12  | 9   | 20         | 16  | 42                      | 42        |
| Rural non-farm and farm                    | 450                  | 467   | 20  | 15  | 18  | 12  | 14         | 14  | 48                      | 59        |

(Continued)

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9. "Assuming that he qualified, would you like to have a son of yours work for the C. I. A., or not?"

(Based on those who had heard of C.I.A.)

|                                             | Number of Interviews |     | Yes                     |     | No  |     | Don't Know |     |        |
|---------------------------------------------|----------------------|-----|-------------------------|-----|-----|-----|------------|-----|--------|
|                                             | '64                  | '66 | '64                     | '66 | '64 | '66 | '64        | '66 |        |
|                                             |                      |     | %                       | %   | %   | %   | %          | %   |        |
| NATIONAL                                    | 963                  | 910 | 46                      | 50  | 25  | 22  | 29         | 28  | = 100% |
| AGE OF RESPONDENT                           |                      |     |                         |     |     |     |            |     |        |
| 21 to 29 years                              | 178                  | 209 | 47                      | 47  | 22  | 18  | 31         | 35  |        |
| 30 to 49 years                              | 434                  | 393 | 47                      | 55  | 26  | 24  | 27         | 21  |        |
| 50 years and older                          | 349                  | 297 | 44                      | 46  | 27  | 21  | 29         | 33  |        |
| Undesignated                                | 2                    | 11  |                         |     |     |     |            |     |        |
| EDUCATION OF RESPONDENT                     |                      |     |                         |     |     |     |            |     |        |
| College                                     | 315                  | 294 | 51                      | 56  | 30  | 23  | 19         | 21  |        |
| High school                                 | 525                  | 490 | 44                      | 47  | 25  | 21  | 31         | 32  |        |
| Grade school                                | 121                  | 124 | 44                      | 51  | 21  | 19  | 35         | 30  |        |
| Undesignated                                | 2                    | 2   |                         |     |     |     |            |     |        |
| REGION OF COUNTRY                           |                      |     |                         |     |     |     |            |     |        |
| East                                        | 305                  | 272 | 44                      | 52  | 32  | 23  | 24         | 25  |        |
| Midwest                                     | 262                  | 248 | 44                      | 55  | 25  | 19  | 31         | 26  |        |
| South                                       | 218                  | 211 | 40                      | 40  | 23  | 28  | 37         | 32  |        |
| West                                        | 178                  | 179 | 56                      | 56  | 20  | 16  | 24         | 28  |        |
| OCCUPATION OF CHIEF                         |                      |     |                         |     |     |     |            |     |        |
| WAGE-EARNER                                 |                      |     |                         |     |     |     |            |     |        |
| Professional & Business                     | 335                  | 295 | 49                      | 51  | 30  | 25  | 21         | 24  |        |
| White-collar                                | 125                  | 111 | 47                      | 52  | 22  | 21  | 31         | 27  |        |
| Manual workers                              | 339                  | 352 | 47                      | 53  | 24  | 18  | 29         | 29  |        |
| Farmers                                     | 45                   | 29  | (t o o f e w c a s e s) |     |     |     |            |     |        |
| Non-labor force                             | 113                  | 115 | 35                      | 45  | 23  | 25  | 42         | 30  |        |
| Undesignated                                | 6                    | 8   |                         |     |     |     |            |     |        |
| SIZE OF COMMUNITY                           |                      |     |                         |     |     |     |            |     |        |
| 1,000,000 and over including urban fringe   | 193                  | 201 | 53                      | 57  | 26  | 20  | 21         | 23  |        |
| 250,000 to 1,000,000 including urban fringe | 220                  | 207 | 45                      | 48  | 21  | 20  | 34         | 32  |        |
| 50,000 - 250,000 including urban fringe     | 139                  | 148 | 51                      | 56  | 23  | 22  | 26         | 22  |        |
| 2,500 - 50,000                              | 163                  | 156 | 44                      | 57  | 21  | 15  | 35         | 28  |        |
| Rural non-farm and farm                     | 248                  | 198 | 39                      | 36  | 34  | 30  | 27         | 34  |        |

9. "Assuming that he qualified, would you like to have a son of yours work for the C.I.A., or not?"

Some typical volunteered comments :

"It's too dangerous; only if compulsory." (Man, 73, Seattle, Washington)

"I think any type of work for your country is commendable." (Woman, 24, Seattle, Washington)

"It would be an honor." (Woman, 32, Knoxville, Tenn.)

"If it was his desire, I wouldn't be too happy." (Man, 54, Salina, Kansas)

"Too dangerous; a real good education is required." (Woman, 47, Atkinson, Nebraska)

"Pays good money." (Man, 35, Aberdeen, Miss.)

"No government job is desirable." (Woman, 46, Bound Brook, New Jersey)

"Wonderful for a boy to give back to his country what it gives him." (Man, 48, Bound Brook, New Jersey)

"Too much sneakiness is necessary; no choice of location." (Woman, 25, Charleston, W. Virginia)

"It would be educational." (Woman, 37, Charleston, W. Virginia)

"Not at present. If they would protect their agents better I would not object." (Woman, 24, Compton, Calif.)

"He would be doing something worthwhile, which would be helping his country and the American people." (Man, 25, Norfolk, Virginia)

"A thankless job." (Man, 30, Willcox, Arizona)

"I'd like to think that my offspring could shape things up." (Man 22, Richland, Washington, D.C.)

"Intelligence work is gathering information which is necessary and interesting." (Man, 33, Richland, Washington, D.C.)

"I don't want him dealing in death." (Man, 36, Sharon, N. Dakota)

"Because the purpose of the C.I.A. is very good." (Man, 37, Long Arm, Maryland)

"If he could do any good for his country, I sure would." (Man, 41, Prescott, Ariz.)

"It is an honorable profession but dangerous." (Man, 39, Bunker Hill, Ill.)



TECHNICAL APPENDIX

— The Gallup Organization, Inc. —

## COMPOSITION OF THE SAMPLE

|                                                                                                                                                                                            | Per Cent |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------|
|                                                                                                                                                                                            | 1964     | 1966  |
| NATIONAL                                                                                                                                                                                   | 100.0    | 100.0 |
| SEX OF RESPONDENT                                                                                                                                                                          |          |       |
| Men                                                                                                                                                                                        | 47.4     | 47.6  |
| Women                                                                                                                                                                                      | 52.6     | 52.4  |
| AGE OF RESPONDENT                                                                                                                                                                          |          |       |
| 21 to 34 years                                                                                                                                                                             | 24.6     | 26.5  |
| 35 to 49 years                                                                                                                                                                             | 32.4     | 32.7  |
| 50 years and older                                                                                                                                                                         | 42.7     | 39.0  |
| Undesignated                                                                                                                                                                               | 0.3      | 1.8   |
| OCCUPATION OF CHIEF WAGE-EARNER                                                                                                                                                            |          |       |
| Professional & Business: Professional, technical and Kindred Workers (e.g., engineers, accountants, nurses); Executives (managers, officials, proprietors, public administrators)          | 23.0     | 23.0  |
| White-collar: Clerical and kindred workers (e.g., mail carriers, telephone operators); Sales and kindred workers (e.g., underwriters, contractors, brokers)                                | 11.3     | 11.1  |
| Manual Workers: Foremen, craftsmen and kindred workers (e.g., railroad engineers, machinists, linesmen, maintenance painters); Operatives and kindred workers; Service, Domestic, Laborers | 45.7     | 41.3  |
| Farmers: Farm owners, farm managers, farm foreman, farm laborers                                                                                                                           | 5.4      | 6.1   |
| Non-labor Force                                                                                                                                                                            | 13.6     | 17.8  |
| Undesignated                                                                                                                                                                               | 1.0      | 0.7   |
| SIZE OF COMMUNITY                                                                                                                                                                          |          |       |
| Over 500,000, including urban fringe                                                                                                                                                       | 34.8     | 34.4  |
| 50,000 to 499,999                                                                                                                                                                          | 20.7     | 21.7  |
| 2,500 to 49,999                                                                                                                                                                            | 14.9     | 15.7  |
| Under 2,500, non-farm                                                                                                                                                                      | 24.1     | 22.1  |
| Under 2,500, farm                                                                                                                                                                          | 5.5      | 6.1   |

(Continued)

|                         |                                                                                                                                                      | Per Cent |      |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|----------|------|
|                         |                                                                                                                                                      | 1964     | 1966 |
| REGION OF COUNTRY       |                                                                                                                                                      |          |      |
| East :                  | Connecticut, D.C., Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, West Virginia | 29.0     | 28.3 |
| Midwest :               | Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin                                | 28.9     | 29.1 |
| South :                 | Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia          | 26.3     | 26.2 |
| West :                  | Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, New Mexico, Nevada, Oregon, Utah, Washington, Wyoming                                 | 15.8     | 16.4 |
| EDUCATION OF RESPONDENT |                                                                                                                                                      |          |      |
|                         | College (graduate or incomplete)                                                                                                                     | 18.6     | 19.2 |
|                         | High school (graduate or incomplete)                                                                                                                 | 46.4     | 50.2 |
|                         | Grade school (8 years or less)                                                                                                                       | 34.9     | 30.6 |
|                         | Undesignated                                                                                                                                         | .1       | .0   |

## - N O T E -

Allowance for persons not at home was made by means of a "times-at-home" technique rather than by "call-backs". Either procedure is a standard method for reducing the sample bias that would otherwise result from underrepresentation in the sample of persons who are difficult to find at home. All results reported, including the composition of the sample, are based on data in which a "times-at-home" weighting has been incorporated.

## DESIGN OF THE SAMPLE

The design of the sample is that of a replicated probability sample down to the block level in the case of urban areas, and to segments of townships in the case of rural areas.

After stratifying the nation geographically and by size of community in order to insure conformity of the sample with the latest available estimate of the Census Bureau of the distribution of the adult population, about 160 different sampling locations or areas were selected on a strictly random basis. The interviewers had no choice whatsoever concerning the part of the city or county in which they conducted their interviews.

Approximately 10 interviews were conducted in each such randomly selected sampling point. Interviewers were given maps of the area to which they were assigned, with a starting point indicated, and required to follow a specified direction. At each occupied dwelling unit, interviewers were instructed to select respondents by following a prescribed systematic method and by a male-female assignment. This procedure was followed until the assigned number of interviews was completed.

Since this sampling procedure is designed to produce a sample which approximates the adult civilian population (21 and older) living in private households in the U.S. (that is, excluding those in prisons and hospitals, hotels, religious and educational institutions, and on military reservations), the survey results can be applied to this population for the purpose of projecting percentages into number of people. The manner in which the sample is drawn also produces a sample which approximates the population of private households in the United States. Therefore, survey results can also be projected in terms of number of households when appropriate.

## SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus the figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 per cent of the time, assuming the same sampling procedure, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

Recommended Allowance for Sampling Error  
of a Percentage

|                     | In Percentage Points<br>(at 95 in 100 confidence level)* |             |            |            |            |            |            |
|---------------------|----------------------------------------------------------|-------------|------------|------------|------------|------------|------------|
|                     | -----Sample Size-----                                    |             |            |            |            |            |            |
|                     | <u>1500</u>                                              | <u>1000</u> | <u>750</u> | <u>600</u> | <u>400</u> | <u>200</u> | <u>100</u> |
| Percentages near 10 | 2                                                        | 2           | 3          | 3          | 4          | 5          | 7          |
| Percentages near 20 | 2                                                        | 3           | 4          | 4          | 5          | 7          | 9          |
| Percentages near 30 | 3                                                        | 4           | 4          | 4          | 6          | 8          | 10         |
| Percentages near 40 | 3                                                        | 4           | 4          | 5          | 6          | 8          | 11         |
| Percentages near 50 | 3                                                        | 4           | 4          | 5          | 6          | 8          | 11         |
| Percentages near 60 | 3                                                        | 4           | 4          | 5          | 6          | 8          | 11         |
| Percentages near 70 | 3                                                        | 4           | 4          | 4          | 6          | 8          | 10         |
| Percentages near 80 | 2                                                        | 3           | 4          | 4          | 5          | 7          | 9          |
| Percentages near 90 | 2                                                        | 2           | 3          | 3          | 4          | 5          | 7          |

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 1500 respondents. Then we go to row "percentages near 30" in the table and go across to the column headed "1500." The number at this point is 3, which means that the 33 per cent obtained

\*The chances are 95 in 100 that the sampling error is not larger than the figures shown.

in the sample is subject to a sampling error of plus or minus 3 points. Another way of saying it is that very probably (95 chances out of 100) the average of repeated samplings would be somewhere between 30 and 36, with the most likely figure the 33 obtained.

In comparing survey results in two samples, such as, for example, men and women, the question arises as to how large must a difference between them be before one can be reasonably sure that it reflects a real difference. In the tables below, the number of points which must be allowed for in such comparisons is indicated.

Two tables are provided. One is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between that shown in the two tables:

Recommended Allowance for Sampling Error  
of the Difference

In Percentage Points  
(at 95 in 100 confidence level)\*

TABLE A Percentages near 20 or percentages near 80

| Size of Sample | <u>750</u> | <u>600</u> | <u>400</u> | <u>200</u> |
|----------------|------------|------------|------------|------------|
| 750            | 5          |            |            |            |
| 600            | 5          | 6          |            |            |
| 400            | 6          | 6          | 7          |            |
| 200            | 8          | 8          | 8          | 10         |

TABLE B Percentages near 50

| Size of Sample | <u>750</u> | <u>600</u> | <u>400</u> | <u>200</u> |
|----------------|------------|------------|------------|------------|
| 750            | 6          |            |            |            |
| 600            | 7          | 7          |            |            |
| 400            | 7          | 8          | 8          |            |
| 200            | 10         | 10         | 10         | 12         |

Here is an example of how the tables would be used: Let us say that 50 per cent of men respond a certain way and 40 per cent of women respond that way also, for a difference of 10 percentage points between them. Can we say with any assurance that the 10-point difference reflects a real difference between men and women on the question? The sample contains approximately 750 men and 750 women.

\*The chances are 95 in 100 that the sampling error is not larger than the figures shown.

Since the percentages are near 50, we consult Table B, and since the two samples are about 750 persons each, we look for the number in the column headed "750" which is also in the row designated "750." We find the number 6 here. This means that the allowance for error should be 6 points, and that in concluding that the percentage among men is somewhere between 4 and 16 points higher than the percentage among women we should be wrong only about 5 per cent of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed and that it amounts to at least 4 percentage points.

If, in another case, men's responses amount to 22 per cent, say, and women's 24 per cent, we consult Table A because these percentages are near 20. We look in the column headed "750" and see that the number is 5. Obviously, then, the 2-point difference is inconclusive.

Colonel White:

Three copies of this report  
exist.

Back in 1966, the DDCI retained  
one copy (I don't know where it is  
now), and the ExDir was given these  
two copies to retain.

They have been held very, very  
closely and have been released only  
with your permission.

What do we do with them now?

*Callin* jrf  
*Barbara*  
*Keep them*



*The Gallup Organization, Inc.*

MARKETING AND ATTITUDE RESEARCH

PRINCETON, NEW JERSEY